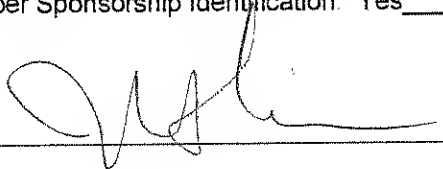


WDAF - TV - Issue Ad Public File Checklist

1. CROSSROADS GPS
Name of Sponsoring Organization
2. Accepted: ☒ Rejected: ☐ (mark one)
3. Class of Time: ISSUE
4. Flight dates and times: 8/15 - 8/21
5. Rate charged: SEE ORDER
6. Description of Issue: US SENATE RACE
6. Address of Sponsoring Organization: 1404 NEW YORK AVE NW WASHINGTON DC 20005
7. Telephone Number of Sponsoring Organization: 703-989-6167 Email Address: _____
8. Sponsor's Officers/Directors/Executive Committee
- | | |
|-----------------------|-------------|
| <u>TERE LAM</u> | <u>GPS</u> |
| <u>MARJORIE CLARK</u> | <u>TIPS</u> |
| _____ | _____ |
| _____ | _____ |
9. Description of substantiation provided (if any): _____
10. Proper Sponsorship Identification: Yes ☒ No ☐
- Name:  Date: 8/14



WDAF-TV

ORDER

Print Date 08/14/12 Page 1 of 9

Flight Dates 08/15/12-08/21/12

Contract / Revision 568130 /

Original Date / Revision

08/14/12 08/14/12

Advertiser Crossroads GPS

Agency Crossroads Media, LLC.

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 888

Alt Order # 09791979

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 27% Market Value 128981

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	24%	30955
KCWE	%	0
KMBC	25%	32245
KMCI	%	0
KPXE	%	0
KSHB	24%	30955
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	76	\$29,601.25	\$34,825.00	0.00	07/30/12	08/21/12	76	\$29,601.25	\$34,825.00
Totals	76	\$29,601.25	\$34,825.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	08/15/12	08/15/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$250.00		0.00						
E 2	4	08/16/12	08/16/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$250.00		0.00						
E 3	4	08/17/12	08/17/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$250.00		0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 24	4	08/15/12	08/15/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$150.00		0.00			
E 25	4	08/16/12	08/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$150.00		0.00			
E 26	4	08/17/12	08/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$150.00		0.00			
E 27	4	08/20/12	08/20/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$150.00		0.00			
E 28	4	08/21/12	08/21/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$150.00		0.00			
E 29	4	08/15/12	08/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$225.00		0.00			
E 30	4	08/16/12	08/16/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$225.00		0.00			
E 31	4	08/17/12	08/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$225.00		0.00			
E 32	4	08/20/12	08/20/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$225.00		0.00			
E 33	4	08/21/12	08/21/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$225.00		0.00			
E 34	4	08/15/12	08/15/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															

Contract / Revision 568130 Flight Dates 08/15/12-08/21/12

Original Date / Revision 08/14/12/ 08/14/12

Advertiser **Crossroads GPS**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 54	4	08/15/12	08/15/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$750.00		0.00						
E 55	4	08/16/12	08/16/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$750.00		0.00						
E 56	4	08/17/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$750.00		0.00						
E 57	4	08/20/12	08/20/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$750.00		0.00						
E 58	4	08/21/12	08/21/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$750.00		0.00						
E 59	4	08/15/12	08/15/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$750.00		0.00						
E 60	4	08/16/12	08/16/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$750.00		0.00						
E 61	4	08/17/12	08/17/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$750.00		0.00						
E 62	4	08/21/12	08/21/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$750.00		0.00						
E 63	4	08/16/12	08/16/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS AT 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$750.00		0.00						
E 64	4	08/17/12	08/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS AT 10P															



WDAF-TV

Print Date: 08/14/12

Page 9 of 9

Contract / Revision **568130** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS**

Estimate # **888**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 74	4	08/18/12	08/18/12	Sa 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S-			1			\$450.00			0.00		
E 75	4	08/19/12	08/19/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			1			\$150.00			0.00		
E 76	4	08/19/12	08/19/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			1			\$375.00			0.00		
													Totals	76	\$34,825.00